Wisconsin Public Television / Educational Communications Board
Web Designer/Web Developer/Content Manager
Information Systems Technical Services - Senior
Information Systems Technical Services Unit

Position Summary

Under general supervision of the Digital Services Manager at Wisconsin Public Television, this position creates, updates, and maintains website properties for Wisconsin Public Television (WPT) and the Educational Communications Board (ECB).

40%   A.   Website Maintenance

A1.   Maintain WPT educational websites, ensuring that the sites are functioning properly and available to users. These include, but are not limited to, wimedialab.org, wisconsinfirstnations.org, reading.ecb.org, theways.org, climatewisconsin.org, wisconsinbiographies.org, cards.wisconsinbiographies.org, ideamapper.wisconsinbiographies.org, bigdreamsideamapper.org, and intothemap.org.

A2.   Maintain the ECB website and intranet, updating documents as requested and ensuring the sites are functioning properly and available to users.

A3.   Maintain WPT Education content on national PBS LearningMedia website.

A4.   Maintain 3rd party hosting accounts and domain name registrations.

A5.   Maintain content access rights for wimedialab.org users.

40%   B.   Website Design and Development

B1.   Collaborate with WPT Education department staff to organize project assets and understand educator needs.

B2.   Design web page wireframes and layouts with consideration of user experience and the Wisconsin Division of Enterprise Technology requirements and accessibility standards.

B3.   Develop clean, well-commented code based on approved web page layouts.

15%   C.   Research and Professional Development

C1.   Research and recommend tools for better web development workflow.

C2.   Develop knowledge of current web design trends and standards.

5%   D.   Other duties as assigned

D1.   Participate in meetings as the liaison between WPT's Online and Education departments.

D2.   Participate in State of Wisconsin State Web Administrators Group meetings.

D3.   Regularly monitor and report website analytics.

D4.   Carry out other duties as assigned.

Knowledge, Skills, and Abilities

1. Bachelor's degree or equivalent combination of education and experience.
2. Thorough knowledge of WordPress, Drupal, PHP, MySQL, JavaScript (jQuery), HTML5, and CSS3.
3. Thorough knowledge of Adobe Creative Cloud software.
4. Thorough knowledge of website layout and design concepts.
5. Experience using Google Analytics.
6. Experience using GIT.
7. Knowledge of SEO best practices.
8. Knowledge of responsive web development.
9. Knowledge of email newsletter platforms.
10. Able to consistently meet deadlines.
11. Strong communication skills.
12. Strong attention to detail when creating and reviewing web content.
13. Detail-oriented with strong organizational skills, follow-through capabilities.
14. Ability to work collaboratively as well as independently.